

REMARKS

In the Office Action, claims 1-5, 8-13, 15, 16, 18-20, 23, 25, 28-32, 33-37, 40-45, 47, 48, 50-52, 54, 55, 57, and 60-64 were rejected under 35 U.S.C. § 102(e) as being anticipated by Alexander et al. (U.S. Patent No. 6,177,931). Claims 24, 26, 27, 56, 58, and 59 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander. Claims 6, 7, 14, 17, 21, 38, 39, 46, 49, and 53 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander in view of Knee et al. (U.S. Patent No. 5,589,892). These rejections are respectfully traversed.

In applicants' program guide arrangement, a program guide screen has a program listings region. Banner advertisements may be located adjacent to the program listings. Banner advertisements may be, for example, displayed above or below the program listings region. See page 3, lines 3-9 and FIGS. 15-16. A user may scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is positioned on a banner advertisement in the program guide screen.

Independent claims 1 and 33 have been amended to make it clearer that applicants' approach involves allowing

a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is on the banner advertisement. Support for this amendment may be found, for example, at page 25 line 5 to page 26, line 30.

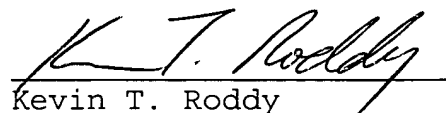
In the Office Action it was suggested that applicants' claimed approach was the same as the arrangement in Alexander, in which program listings can be scrolled by (1) moving a highlight from window 14 or 16 to grid guide 22 by pressing arrow key 32 and (2) moving cursor 36 once in the grid guide 22 by pressing arrow keys 28 and 30.

The differences between the approach of Alexander and the approach covered by applicants' amended claims is clear -- with the Alexander technique, listings are not scrolled while the highlight is on Alexander's panel advertisement or channel advertisement, whereas claims 1 and 33 as amended are directed to arrangements in which the program listings are scrolled by activating a cursor while the highlight is on the banner advertisement. Applicants' approach is described in their specification. For example, as shown in applicants' FIG. 16, when the user has positioned highlight 184 on banner advertisement 180, subsequent activation of down cursor key 80 directs the

program guide to scroll the program listings in program listings region 182. Thus, the next page of program listings in program listings region 182 are displayed, as shown in the lower screen in FIG. 16, while repositioning highlight 184 on banner advertisement 178. The user may then activate down cursor 80 to position highlight 184 on a desired listing. See page 25, line 27 to page 26, line 16.

Claims 1 and 33 are therefore directed to a different type of arrangement than that described in Alexander and are thus in condition for allowance. Claims 2-32 and claims 34-64, which depend from claims 1 and 33 are in condition for allowance because claims 1 and 33 are in condition for allowance. This application is therefore in condition for allowance. Reconsideration and allowance of the application are respectfully requested.

Respectfully submitted,



Kevin T. Roddy
Registration No. 50,577
Attorney for Applicants

FISH & NEAVE
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000
Fax: (212) 596-9090

APPENDIX TO REPLY TO DECEMBER 5, 2002 OFFICE ACTION

This Appendix presents amendments that have been made in a bracket and underline format.

Claims 1 and 33 have been amended as follows:

1. (Amended) A system in which an interactive television program guide is implemented on user television equipment comprising:

means for presenting a program guide screen containing a program listings region with the interactive television program guide;

means for presenting at least one banner advertisement adjacent to the program listings; and

means for allowing a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is on the banner advertisement.

33. (Amended) A method for using an interactive television program guide that is implemented on user television equipment comprising the steps of:

presenting a program guide screen containing a program listings region with the interactive television program guide;

presenting at least one banner advertisement adjacent to the program listings; and

allowing a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is on the banner advertisement.